

GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**TM, a menu-driven database system. The INTERNET address for **GSA Advantage!**TM is: <http://www.GSAAdvantage.gov>.

Schedule for - Professional Services Schedule (PSS)

Federal Supply Group: CORP **Class:** Various

Contract Number: GS00F218CA

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

Contract Period: August 14, 2015 through August 13, 2020

Contractor: BETAH Associates, Inc.
14700 Cherry Leaf Terrace
Silver Spring, MD 20906 5754

Business Size: Small, Woman Owned Business

Telephone: (301) 657-4254

Extension: 313

FAX Number: (301) 657-4258

Web Site: www.betah.com

E-mail: eohankins@betah.com

Contract Administration: Eppie O Hankins

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-1000	541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video / Film Production
541-4D	541-4DRC	Conference, Events and Tradeshow Planning Services
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services
874-1	874-1RC	Integrated Consulting Services
874-7	874-7RC	Integrated Business Program Support Services

- 1b. **Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.**
- 1c. **Descriptions of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services are provided.**
2. **Maximum Order:** \$1,000,000.00
3. **Minimum Order:** \$100.00
4. **Geographic Coverage (delivery Area):** Domestic only
5. **Point(s) of production (city, county, and state or foreign country):** Same as company address
6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted). See Attachment.
7. **Quantity discounts:** None Offered
8. **Prompt payment terms:** .05% 10 days, Net 30. Prompt payment discount does not apply to purchases using the Government Commercial Credit Card.
- 9a. **Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** will accept over \$2,500
10. **Foreign items (list items by country of origin):** None
- 11a. **Time of Delivery (Contractor insert number of days):** Specified on the Task Order
- 11b. **Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:** Contact Contractor
- 11c. **Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery:** Contact Contractor
- 11d. **Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery:** Contact Contractor
12. **F.O.B Points(s):** Destination
- 13a. **Ordering Address(es):** Same as Contractor



BETAH ASSOCIATES

-
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address(es):** Same as company address
- 15. Warranty provision.:** Contractor's standard commercial warranty.
- 16. Export Packing Charges (if applicable):** N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 19. Terms and conditions of installation (if applicable):** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. Terms and conditions for any other services (if applicable):** N/A
- 21. List of service and distribution points (if applicable):** N/A
- 22. List of participating dealers (if applicable):** N/A
- 23. Preventive maintenance (if applicable):** N/A
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor's website or other location.) The EIT standards can be found at:** www.Section508.gov/.
- 25. Data Universal Numbering System (DUNS) number:** 802894832
- 26. Notification regarding registration in Central Contractor Registration (CCR) database:** Registered
- 27. Final Pricing:**
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Advisor, Senior	\$162.24	\$165.48	\$168.79	\$172.17	\$175.61
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Business Area Manager	\$125.32	\$127.83	\$130.38	\$132.99	\$135.65
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Junior Communications Specialist	\$49.97	\$50.97	\$51.99	\$53.03	\$54.09
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Communications Specialist I	\$72.20	\$73.64	\$75.11	\$76.62	\$78.15
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Conference Manager	\$87.74	\$89.50	\$91.29	\$93.11	\$94.97
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Conference Services Director	\$128.71	\$131.29	\$133.91	\$136.59	\$139.32



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Logistics Specialist	\$58.49	\$59.66	\$60.85	\$62.07	\$63.31
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Meeting Planner	\$81.89	\$83.53	\$85.20	\$86.91	\$88.64
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Producer	\$110.41	\$112.62	\$114.87	\$117.17	\$119.51
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Producer/Director, Senior	\$165.98	\$169.30	\$172.69	\$176.14	\$179.67
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Production Coordinator	\$44.26	\$45.14	\$46.05	\$46.97	\$47.91
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Production Specialist	\$53.61	\$54.68	\$55.78	\$56.89	\$58.03
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Production Specialist, Senior	\$54.67	\$55.76	\$56.88	\$58.02	\$59.18



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Project Manager	\$117.14	\$119.48	\$121.87	\$124.31	\$126.80
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Project Manager/Producer	\$98.43	\$100.40	\$102.40	\$104.45	\$106.54
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Public Relations Specialist	\$59.90	\$61.09	\$62.32	\$63.56	\$64.83
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5	Script Writer	\$96.66	\$98.59	\$100.57	\$102.58	\$104.63
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Web Programmer	\$93.99	\$95.87	\$97.79	\$99.74	\$101.74
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Writer/Editor	\$84.46	\$86.15	\$87.87	\$89.63	\$91.42



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Writer/Editor, Senior	\$129.94	\$132.54	\$135.19	\$137.89	\$140.65
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Communications Specialist II	\$106.44	\$108.56	\$110.74	\$112.95	\$115.21
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Communications Specialist III	\$163.97	\$167.25	\$170.60	\$174.01	\$177.49
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Graphic Designer	\$82.88	\$84.54	\$86.23	\$87.95	\$89.71
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Facilitator I	\$107.73	\$109.89	\$112.08	\$114.33	\$116.61
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Facilitator II	\$124.32	\$126.80	\$129.34	\$131.93	\$134.56



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Facilitator III	\$237.98	\$242.74	\$247.60	\$252.55	\$257.60
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Technical Advisor I	\$91.82	\$93.66	\$95.53	\$97.44	\$99.39
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Technical Advisor II	\$143.79	\$146.66	\$149.59	\$152.59	\$155.64
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Technical Advisor III	\$233.74	\$238.41	\$243.18	\$248.04	\$253.00
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Consultant I	\$95.25	\$97.16	\$99.10	\$101.08	\$103.10
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Consultant II	\$139.66	\$142.46	\$145.31	\$148.21	\$151.18



SIN	Awarded Labor Category	Year 1 8/14/ 2015- 8/ 13/2016	Year 2 8/14/ 2016- 8/ 13/2017	Year 3 8/14/ 2017- 8/ 13/2018	Year 4 8/14/ 2018- 8/ 13/2019	Year 5 8/14/ 2019- 8/ 13/2020
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Consultant III	\$172.15	\$175.59	\$179.10	\$182.69	\$186.34
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Administrative Assistant	\$58.56	\$59.73	\$60.93	\$62.14	\$63.39
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Project Specialist	\$125.48	\$127.99	\$130.55	\$133.16	\$135.82
541 -1 541-2 541-3 541-4A 541-4B 541-4D 541-4F 541-5 874-1 874-7	Graphic Specialist	\$70.43	\$71.84	\$73.27	\$74.74	\$76.23



SIN(s)	Support Product (ODC's)	Unit of Issue (e.g. Hour, Task, Sq Ft)	Awarded Price (including IFF)
541-1000	Technical Director	Day	\$ 733.43
541-1000	Lighting Director	hour	\$ 111.71
541-1000	Studio Camera Operator (and camera)	Day	\$ 733.43
541-1000	Teleprompter Operator	Day	\$ 451.34
541-1000	Assistant Cameraman	Day	\$ 1,692.53
541-1000	Sound Recordist	Day	\$ 733.43
541-1000	Day Performer	Day	\$ 933.15
541-1000	Sound Engineer and Studio	Hour	\$ 95.91
541-1000	2 man BETA crew (Video and audio tech with full gear)	Day	\$ 2,201.77
541-1000	Jib Operator and Gear	Day	\$ 2,348.10
541-1000	Teleprompter Operator	Day	\$ 451.34
541-1000	Set Design (2)	Day	\$ 11,522.72
541-1000	Audio Technician	Daily	\$ 733.43
541-1000	Make-up Artist (1)	Flat	\$ 1,692.53
541-1000	Editor (and online AVID Suite) (3)	hour	\$ 197.46
541-1000	Narrator/Voice Over Talent (3)	hour	\$ 324.40
541-1000	Video, PINT, Composing and Animation	hour	\$ 1,071.93
541-1000	Stills, licensing all media worldwide in perpetuity	1 still	\$ 112.78
541-1000	BETA SP Stock Footage (4)	1 clip	\$ 169.25
541-1000	Writable Compact Discs	1 cd	\$ 2.26
541-1000	Digital Audio Tape (7)	1 DAT	\$ 11.28
541-1000	BETA Digitization (8)	1 Digitization	\$ 45.13
541-1000	Media Advisory Distribution (10)	1 Distribution	\$ 648.80
541-1000	Lighting Package	1 day	\$ 507.76
541-1000	Digital Audio Tape (DAT) Package	1 day	\$ 366.71
541-1000	Fiber to Uplink	1.5 hour	\$ 141.04
541-1000	Fiber Switch	1 switch	\$ 56.42
541-1000	Satellite Uplink	1.5 hour	\$ 253.88
541-1000	Satellite Space (12)	1.5 hour	\$ 733.43
541-1000	Satellite Truck	1 truck	\$ 8,823.70
541-1000	Broadcast Monitoring	1 Monitoring Session	\$ 1,692.53
541-1000	Media Database	Year	\$ 8,186.40
541-1000	Webinar Platform	Per participant per hour	\$ 10.08
541-1000	Conference Call Line	Per participant per minute	\$ 0.08
541-1000	Operator Assisted Conference Call Line	Per participant per minute	\$ 0.19
541-1000	Audio Recording	Per participant recording	\$ 125.94



SIN(s)	Support Product (ODC's)	Unit of Issue (e.g. Hour, Task, Sq Ft)	Awarded Price (including IFF)
541-1000	Coordination of Interviews	1 Day	\$ 3,046.55
541-1000	Media Advisory Distribution (13)	1 Distribution	\$ 648.80
541-1000	Microphones	1 unit	\$ 26.28
541-1000	Mixer	1 unit	\$ 159.55
541-1000	Multi-Box	1 unit	\$ 109.51
541-1000	Easel	1 unit	\$ 65.70
541-1000	Satellite Space Test & Live Broadcast	1 test & broadcast	\$ 2,803.36
541-1000	2-Pers Bata Crew w/Full Gear/Half Day	1/2day crew	\$ 788.44
541-1000	Post-Production Editing Services	1 unit	\$ 490.59
541-1000	Standard Tape Transcription	1 page	\$ 6.13
541-1000	Expedited Transcription Services (less 10 day turnaround)	1 page	\$ 15.06
541-1000	Audio/video transcription (5-day turnaround)	File Minute	\$ 1.26
541-1000	Audio/video transcription (48-hour turnaround)	File Minute	\$ 1.89
541-1000	Audio/video transcription add-on (timestamps or verbatim record)	File Minute	\$ 0.31
541-1000	Banner (per sq foot)	1 sq ft	\$ 13.14
541-1000	Digital & Candid Photography	1 unit	\$ 438.02
541-1000	Photo transmitted on Associated Press Network	1 unit	\$ 197.11
541-1000	16mm Stock Footage	1 second	\$ 51.90
541-1000	USI The most comprehensive national list available	1 release	\$ 503.73
541-1000	USI with photo or logo - Same as USI plus image is sent directly to 1000 photo editors in the US	1 release	\$ 1,730.20
541-1000	US2-Reduced national circuit serves key media in major markets	1 release	\$ 416.12
541-1000	Regional Newlines-Northeast, Southeast, Midwest, West/Southwest	1 release	\$ 240.91
541-1000	Burrelle's Information Services	1 unit	\$ 269.82
541-1000	ProfNet - The shortest distance between expert sources in your organization and reporters working on stories for public publication and broadcast	1 unit	\$ 2,102.52
541-1000	Private Consultation	1 unit	\$ 3,153.78
541-1000	Print Ads	1 unit	\$ 1,268.52
541-1000	Two-Sheet Poster 60"w x 46"h	1 unit	\$ 10,293.57
541-1000	Telephone Long Distance (14)	1 Min	\$ 0.18
541-1000	Courier Greater DC Area	1 small pack delivery	\$ 18.05
541-1000	Shipping Overnight / AM Delivery to VA	5 lbs package	\$ 23.02
541-1000	Shipping Overnight / PM Delivery to IL	30 lbs package	\$ 90.07
541-1000	Reproduction - B&W Copies (14)	1 copy	\$ 0.13
541-1000	Reproduction - Color Copies (14)	1 copy	\$ 1.12

28. Service Contract Act (SCA) Matrix

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Administrative Assistant	01312-Secretary II	2015-4281

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

29. Labor Descriptions

Substitution Criteria

Education: A college degree or B.A. /B.S. will equal 3 years of experience. A master's degree will equal 2 years of experience. A doctorate will equal 2 years of experience.

Experience: For every year of additional specific field experience, the individual is credited with 1 year of degree qualifications towards the value stated in the labor category description.

ADVISOR (SENIOR)

Minimum Education/Experience: B.A./B.S. and 15 years of experience, including 10 years at senior management levels in the areas of marketing, market research and analysis, media services, project and corporate management and client services.

Functional Responsibilities: Assists team in interpreting and understanding client's needs and requirements. Provides and interprets information about developments and trends. Monitors quality of processes and results. Provides guidance to ensure the proper application of technical processes and tools. Assists in developing and evaluating strategies and tactics. Knowledgeable about market research; media analysis; marketing planning processes, techniques, and tools; and other technical areas. Capable of strategic thinking and analysis of varied and complex matters. Experienced and skilled in effective methods to reach targeted markets. Able to apply knowledge about cultural differences to research, marketing, and media projects. Resourceful in providing information and referrals for media-related matters. Master at communicating ideas. Identifies objectives and ensures successful outcomes. Can work independently and is adept at multitasking simultaneously. Skilled in using Microsoft Office applications. Driven by customer satisfaction and highly sensitive and responsive to client needs and requests.

BUSINESS AREA MANAGER

Minimum Education/Experience: B.A./B.S. and 8 years of market research, marketing, communications or consulting experience.

Functional Responsibilities: Plans and manages employees in the development of marketing, outreach, media and consulting services that align with and support the client/agency objectives. Assesses corporate resources needed and makes appropriate allocations. Provides regular reports to client on status and activities of personnel, as well as any potential challenges. Ensures technical specifications of project are executed appropriately. Demonstrates cultural sensitivity. Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Evaluates employee performance of project work. Responds to client requests for operational or technical information. Validates staff research methodologies, tools, and analyses. Ensures survey and research tools meet government compliance requirements. Adroit at managing a range of market research information, media, public relations and outreach projects simultaneously. Able to identify opportunities for improved performance, increased visibility, and access to target populations. Proficient in developing, managing, and tracking budgets. Successful in forging ongoing client relationships. Able to communicate effectively, both orally and in writing. Adept in recruiting, motivating, and retaining project staff. Effective in anticipating potential



problems and communicating proposed solutions. Able to market and develop new business. Has access to and wide knowledge of available consultants (e.g., videographers, statisticians, on-air talent, ethnographers, HTML programmers, and other staff). Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Evaluates employee performance of project work. Responds to client requests for operational or technical information. Validates staff research methodologies, tools, and analyses. Ensures survey and research tools meet government compliance requirements.

COMMUNICATIONS SPECIALIST (JUNIOR)

Minimum Education/Experience: B.A./B.S. in Communications or related field or high school diploma and 2-3 years of experience.

Functional Responsibilities: Assists in the development and communication of information designed to keep public informed of client's programs and activities. Gathers, organizes, aggregates, processes, and analyzes verbal, written, anecdotal, or statistical data from a wide range of sources to prepare reports and studies. Participates in public relations efforts in order to meet program needs, objectives, and requirements. Initiates and responds to calls to provide information about programs and activities. Assists in preparing and distributing fact sheets and other project materials to persons who may be interested in learning about or publicizing client's activities or messages. Assists in making arrangements for and implementation of public contact programs designed to meet client's objectives. Researches data, creates ideas, and performs various writing assignments. Contacts vendors, production, and support personnel (as directed) to perform project activities. Searches sources such as reference works, literature, documents, newspapers, and statistical records to obtain data on assigned subject. Analyzes and evaluates applicability of collected data. Prepares tabulations or summaries on collected data and information. Writes draft reports or presents data in formats such as abstracts, bibliographies, graphs, or maps. Interviews individuals to obtain data and drafts correspondence to answer inquiries. Organized and highly resourceful. Proficient with a variety of computer software and databases. Excellent interpersonal skills, relating easily with clients, vendors, and internal staff. Able to communicate well orally and in writing.

COMMUNICATIONS SPECIALIST I

Minimum Education/Experience: B.A. in Communications or other related field and 4-5 years of experience.

Functional Responsibilities: Works with project management to develop, execute, and manage comprehensive strategic communications plans for clients. Reviews client's existing images, messages, strategies, plans, programs and/or products and communicates/delivers them to the public through appropriate media (e.g., print, broadcast, Internet, etc.) to achieve desired objectives in public awareness campaigns. Organizes and launches events, conferences, press briefings, photo opportunities, exhibitions, tours, and visits as needed. Oversees multiple priorities associated with these events. Manages deadlines, adheres to protocol, and plans for any logistical/technical requirements. Develops and distributes media advisories, alerts, releases, and press kits, and makes pitch calls prior to major events, press briefings, or major news story releases to ensure maximum media attendance and/or coverage. Establishes relationships with both national and local media, as well as specific media outlets. Compiles and maintains extensive national and targeted media contact lists/databases. Provides media outreach assistance to local community-based organizations to increase local coverage and raise community awareness of specific services and topics. Conducts follow-up evaluation of outreach efforts and event outcomes utilizing various resources, including tracking sigma encoding, press clipping services, surveys, and phone calls, to improve future outreach efforts. Maintains comprehensive media event files from preplanning, production, and post-event phases. Tracks topic-related media on a daily basis to keep team and client informed of issues affecting outreach efforts, forecasting trends, etc. Maintains an active clipping file by targeted populations, issues, etc. Initiates/develops communication management tools and tracking systems that will give the client and team access to information efficiently and effectively. Assists in the development of post-event communication audits for clients, complete with recommendations on how to make future projects more successful. Performs other follow-up activities as necessary. Extensive research and writing experience. Ability to review and analyze gathered data and report findings in lay language. Ability to multitask and manage time efficiently. Proficiency in Windows PC software applications.

COMMUNICATIONS SPECIALIST II

Minimum Education and Experience: Masters degree in Communications, Production, or other related field of study; must have a minimum of five years experience.

Functional Responsibilities: Works with project management to develop, execute and manage comprehensive strategic communications plans for clients; Reviews clients' existing images, messages, strategies, plans, programs and/or "products" and communicates/delivers them through appropriate medium (e.g., print, broadcast, etc.); Selects the most appropriate mix of media - print, broadcast, and Internet to achieve desired objectives of the client; Prepares communication audits for clients with recommendations, solutions for future projects and/or more successful outcomes; Manages multiple promotional/outreach and PR programs through detailed communication goals, targets, budgets, media utilization and marketing messages; Reviews, revises or develops client branding and promotional material and information kits to distribute to target populations; Defines and achieves the correct style and tone for written pieces with close attention to quality control of spelling, grammar and punctuation; Prepares interview talking points or speeches delivered by client or other spokesperson. Has an in-depth understanding of the issue as well as the speaker's style, strengths and limitations to effectively write material for him/her that is plausible and deliverable; Conducts follow-up evaluation of outreach efforts and event outcomes utilizing various resources (tracking sigma encoding, press clipping services, surveys, follow-up phone calls) to improve future outreach efforts.

COMMUNICATIONS SPECIALIST III

Minimum Education and Experience: Masters degree in Communications, Production, or other related field of study; must have a minimum of seven years experience.

Functional Responsibilities: Works with project management to develop, execute and manage comprehensive strategic communications plans for clients; Reviews clients' existing images, messages, strategies, plans, programs and/or "products" and communicates/delivers them through appropriate medium (e.g., print, broadcast, etc.); Selects the most appropriate mix of media - print, broadcast, and Internet to achieve desired objectives of the client; Prepares communication audits for clients with recommendations, solutions for future projects and/or more successful outcomes; Manages multiple promotional/outreach and PR programs through detailed communication goals, targets, budgets, media utilization and marketing messages; Reviews, revises or develops client branding and promotional material and information kits to distribute to target populations; Defines and achieves the correct style and tone for written pieces with close attention to quality control of spelling, grammar and punctuation; Prepares interview talking points or speeches delivered by client or other spokesperson. Has an in-depth understanding of the issue as well as the speaker's style, strengths and limitations to effectively write material for him/her that is plausible and deliverable; Conducts follow-up evaluation of outreach efforts and event outcomes utilizing various resources (tracking sigma encoding, press clipping services, surveys, follow-up phone calls) to improve future outreach efforts.

CONFERENCE MANAGER

Minimum Education/Experience: B.A./B.S. or Certified Meeting Professional (CMP) and 5 years of experience in event services.

Functional Responsibilities: Manages all logistical requirements for meetings, conferences, and trade show exhibits, including budget development. Oversees the day-to-day workload in the conference services department. Provides guidance to team members on all aspects of meeting planning and conference management and performs quality assurance reviews of materials developed for client events. Verifies and approves vendor invoices. Monitors vendor price justifications, accounts receivable and payable, and ensures conformance to Federal Procurement and Travel Regulations. Recruits and confirms speakers and consultants for client programs. Develops consultant agreements and monitors their performance to ensure completion of task assignments. Assists in the design and selection of exhibit booths. Designs layout of booth and arranges for all support services (e.g., set up and tear down, drayage, audiovisual and computer equipment, promotional materials, and staffing. Promotes efficient and effective execution of all conference management tasks. Promotes effective communication and cooperation among team members, clients, and vendors. Organizes optimal staffing for individual conference programs. Recommends innovative and



BETAH ASSOCIATES

enabling strategies and IS/IT support to improve efficiency. Able to manage a broad range of events, including meetings, conferences, shows and exhibits for both government and private industry organizations and to supervise related staff. Skilled at developing and managing budgets. Knows government contracting and Federal Travel Regulations. Effective communicator both in writing and orally. Exceptionally skilled in organizing multiple, simultaneous tasks with attention to detail. Able to maintain a professional demeanor and appearance under extreme pressure.

CONFERENCE SERVICES DIRECTOR

Minimum Education/Experience: B.A./B.S. with 5-7 years of experience supervising and providing event services.

Functional Responsibilities: Ensures that BETAH provides the highest quality products and services to commercial and government customers needing planning, organizational, operational, and support services for meetings, conferences, shows, trade fairs and exhibits, and other events of various sizes and complexities. Follows BETAH's standardized quality assurance and project management systems to ensure completeness, timeliness, and quality of products and services. Provides leadership and team building to experienced conference professionals (e.g., conference managers, meeting planners, logistical support specialists, graphic designers, and administrative and support staff). Guides and supports staff in continuous improvement processes and professional development. Develops and monitors project budgets and schedules. Functions as principal liaison with client representative or project officers. Maintains a close working relationship with client through meetings, telephone, and e-mail. Responds quickly to client inquiries about any aspect of project activity. Assists client in refining and specifying services needed and in determining most cost-effective approach. Supports contract administration and accounting services for all assigned projects. Markets and develops new business for conference, meeting, show and exhibit services. Manages and reports project finances. Able to develop budgets for meetings, conferences, and trade show exhibits. Capable of providing technical and functional guidance and supervision to staff who plan, direct, and implement meetings, conferences, trade shows, and exhibits. Skilled in directing and providing logistical services including site selection, contract negotiations, and onsite management of logistics for meetings, conferences, and exhibits. Skilled at managing and using databases and meeting management software such as Peopleware. Able to communicate effectively both orally and in writing (including proposal development). Effective at controlling costs while meeting client objectives.

CONSULTANT I

Minimum Education and Experience: Bachelor's degree in related field of study; must have a minimum of three years experience in appropriate field, including one year minimum as an independent consultant.

Functional Responsibilities: To assist with choosing and building flexible business management models, working with Agencies to design and communicate appropriate, current management models; to ensure continuous reevaluation, deconstruction and reconstruction of these models to capitalize on new value opportunities. Planning and executing strategies for partnering with a variety of entities, enabling Agencies to take advantage of strategic opportunities that may require differentiated and unique capabilities.

CONSULTANT II

Minimum Education and Experience: Masters degree in related field of study; must have a minimum of five years experience in appropriate field, including three years minimum as an independent consultant.

Functional Responsibilities: To assist with choosing and building flexible business management models, working with Agencies to design and communicate appropriate, current management models; to ensure continuous reevaluation, deconstruction and reconstruction of these models to capitalize on new value opportunities. Planning and executing strategies for partnering with a variety of entities, enabling Agencies to take advantage of strategic opportunities that may require differentiated and unique capabilities.

CONSULTANT III

Minimum Education and Experience: Masters degree in related field of study; must have a minimum of ten years experience in appropriate field, including seven years minimum as an independent consultant.

Functional Responsibilities: To assist with choosing and building flexible business management models, working with Agencies to design and communicate appropriate, current management models; to ensure continuous reevaluation, deconstruction and reconstruction of these models to capitalize on new value opportunities. Planning and executing strategies for partnering with a variety of entities, enabling Agencies to take advantage of strategic opportunities that may require differentiated and unique capabilities.

GRAPHIC DESIGNER

Minimum Education and Experience: Bachelor's degree in Graphic Design or related field of study; Must have a minimum of three years experience as a graphic artist or related position in a corporate setting; Must be proficient with Macs and PCs; Must be proficient with major Adobe graphic programs such as Illustrator, PhotoShop, PageMaker; Must be proficient with QuarkXPress and Microsoft Office.

Functional Responsibilities: Creating, editing, and modifying computer graphic presentations; Layout and design for corporate and client documents; Development of other logos and designs; Work with the marketing team on conference materials; Interface with clients and outside vendors including printers and other designers to ensure efficiency and quality of products; Create back-up files and update archives; Design covers for proposals and capability statements; Design slide presentations for company's proposals; Scan photographs and other materials; Retouch logos and photographs; Set-up graphic files for print and offset printing from service bureaus.

GRAPHICS SPECIALIST

Minimum Education and Experience: Bachelor's degree in Graphic Arts or related field of study; Must have a minimum of one to three years experience as a graphic specialist or related position. Must be proficient with Macs and PCs; must be proficient with major Adobe graphic programs such as Illustrator, PhotoShop, PageMaker, QuarkXPress, and Microsoft Office.

Functional Responsibilities: Provide high-quality digital pages for print and electronic media, including journals, books, posters, and brochures through the use of layout and design methodology. Responsible for creating support products. Scanning and web design assistance as needed. Ability to work quickly and adhere to tight deadlines, while maintaining high standards.

FACILITATOR I

Minimum Education and Experience: Bachelor's degree in related field of study; Must have a minimum of two years experience as a facilitation specialist; Must be proficient with major theories and practices of process facilitation and organizational management, including information gathering, consensus building, group dynamics, conflict resolution, process re-engineering, and group evaluation.

Functional Responsibilities: Convening and leading large and small group briefings and discussions; managing and maintaining group structure, establishing boundaries, agenda setting, focusing the group, consensus building, managing dysfunctional behavior, and summary writing. Specifically, the Facilitator will utilize the use of problem solving techniques, resolving disputes, disagreements and divergent views; defining and refining the agenda; providing a draft for the permanent record; recording discussion content and focusing decision-making; and engage the orderer in debriefing and overall planning.

FACILITATOR II

Minimum Education and Experience: Masters degree in related field of study; Must have a minimum of three years experience as a facilitation specialist; Must be proficient with major theories and practices of process facilitation and organizational management, including information gathering, consensus building, group dynamics, conflict resolution, process re-engineering, and group evaluation.

Functional Responsibilities: Convening and leading large and small group briefings and discussions; managing and maintaining group structure, establishing boundaries, agenda setting, focusing the group, consensus building, managing dysfunctional behavior, and summary writing. Specifically, the Facilitator will utilize the use of problem solving techniques, resolving disputes, disagreements and divergent views; defining and refining the agenda; providing a draft for the permanent record; recording discussion content and focusing decision-making; and engage the orderer in debriefing and overall planning.

FACILITATOR III

Minimum Education and Experience: Masters degree in related field of study; Must have a minimum of five years experience as a facilitation specialist; Must be proficient with major theories and practices of process facilitation and organizational management, including information gathering, consensus building, group dynamics, conflict resolution, process re-engineering, and group evaluation.

Functional Responsibilities: Convening and leading large and small group briefings and discussions; managing and maintaining group structure, establishing boundaries, agenda setting, focusing the group, consensus building, managing dysfunctional behavior, and summary writing. Specifically, the Facilitator will utilize the use of problem solving techniques, resolving disputes, disagreements and divergent views; defining and refining the agenda; providing a draft for the permanent record; recording discussion content and focusing decision-making; and engage the orderer in debriefing and overall planning.

LOGISTICS SPECIALIST

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and 2-3 years of relevant experience.

Functional Responsibilities: Assists meeting planners and conference managers in developing meeting materials for client meetings, conferences, exhibits, and other events, including graphic design and materials production. Arranges travel and lodging for participants and submits listing of funded travelers to the travel agent and host hotel. Develops and maintains participant databases using meeting planning software (e.g., RegOnline). Develops logistical forms and materials for meetings (e.g., invitational and welcome letters, travel and lodging fact sheets, name badges and tent cards with client logos, agendas, participant rosters, exhibitor forms, reimbursement forms and guidelines). Coordinates small to large mass mailings to announce client programs. Assembles participant and exhibitor packets, prepares labels and cartons and coordinates shipping with the drayage vendor for exhibits. Provides onsite support at client programs. Assists other team members in using software applications. Provides training and troubleshooting support, prepares reports to compare meeting budgets vs. actual expenses. Processes participant reimbursement requests and communicates directly with participants about missing or incorrect information on forms. Verifies vendor invoices for logistical support materials and services. Performs as meeting planner when workload requires. Experienced in a meeting and conference management work environment. Proficient with a variety of computer software and databases. Excellent people skills in dealing with clients, vendors, and internal staff. Able to communicate well both orally and in writing. Competent organizational skills.

MEETING PLANNER

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and 2-4 years of relevant experience .

Functional Responsibilities: Organizes all aspects of logistical support for small to large meetings and conferences, grant reviews, training workshops, trade shows, exhibits, and other events. Participates in meetings with clients, project officers, and staff to review specific requirements, budgets, and deliverables for each engagement. Maintains close contact with the client project officer throughout event planning and implementation. Researches and selects sites and negotiates site contracts for meetings, exhibit space, and accommodations/lodging for event participants. Develops logistical forms and materials for client meetings, including welcome letters, travel fact sheets, reimbursement forms and guidelines, forms, name badges/tent cards, agendas, and participant rosters. Arranges travel and lodging for funded participants and submits listing of funded participants to the travel agent and host hotel. Coordinates mailings to announce meetings, conferences, trade shows, or other events. Develops and



maintains participant databases using meeting planning software. Assigns exhibitor space, oversees booth set up, orders booth furniture and required audiovisual and computer equipment, arranges for drayage of exhibit booth and onsite promotional materials. Collects participant and exhibitor registration fees when applicable. Supervises onsite logistical support activities including room set-up, audiovisual requirements, message center, food and beverage functions, and other administrative services to assist the client, project officer, and participants. Develops status and end-of-event reports for the client. Processes participant reimbursement forms and communicates with participants about missing or incorrect information and status of transactions. Verifies and reconciles host hotel and other vendor invoices. Experience in meeting planning and coordinating trade fare exhibits for government, association, and private industry organizations. Exceptional organizational skills. Proficient in proofreading and editing meeting materials. Excellent interpersonal skills in dealing with clients, vendors, and internal staff. Competent written and verbal communications skills.

PRODUCER

Minimum Education/Experience: B.A./B.S. in Communications or related field and 10 years of television and radio production experience.

Functional Responsibilities: Plans and manages the use of resources including acting and voice-over talent, production crews, music and sound effects crews, editors and other technical staff. Works with clients to determine their needs. Translates client requirements into actual broadcast products.

Contributes to developing a product distribution plan. Assesses corporate resources needed and makes appropriate allocations and recommendations. Provides regular reports on status and activities of personnel and anticipated challenges. Ensures technical specifications of project are executed appropriately. Exercises cultural sensitivity in the development of products. Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Responds to client requests for substantive or technical changes. Works with writers, graphic artists, animators, and editing staff/teams to develop complete production packages. Experienced in writing for broadcast PSAs and video messages. Experienced in off-line editing and post-production. Maintains and uses a network of technical crew support, on-air talent, and broadcasters. Capable of managing technical and professional staff. Experienced in determining appropriate technical requirements needed to develop effective broadcast products. Able to develop and meet production budgets.

PRODUCER/DIRECTOR (SENIOR)

Minimum Education/Experience: B.A./B.S. in Communications or related field or high school diploma and 10 years of television, radio, and/or film production experience.

Functional Responsibilities: Plans and manages the use of resources, including acting and voice-over talent, production crews, music and sound effects crews, editors, and other staff. Directs live-to-air and/or live-to-tape multi-camera broadcast events; makes cuts, edits off-line and online and directs others. Responsible for studio operation during live or taped events. Works with clients to determine their needs. Translates client requirements into actual broadcast products. Contributes to developing a product distribution plan. Assesses corporate resources needed and makes appropriate recommendations. Provides regular reports on status and activities of personnel and anticipated challenges. Ensures technical specifications of project are executed appropriately. Exercises cultural sensitivity in the development of products. Implements continuous product evaluation and quality control mechanisms. Monitors timely completion and quality of products. Responds to client requests for substantive or technical changes. Directs writers, graphic artists, animators, editing crew, and others involved in creating, taping/filming broadcast products. Experienced writing for broadcast PSAs and video messages. Experienced in off-line, linear, and nonlinear editing and in post-production. Maintains and uses a network of technical crew support, on-air talent, and broadcasters. Capable of managing technical and professional staff. Experienced in determining appropriate technical requirements needed to develop effective broadcast products. Able to develop and meet production budgets. Directs live-to-air and/or live-to-tape multi-camera broadcast events; makes cuts, edits off-line and online and directs others. Responsible for studio operation during live or taped events. Works with clients to determine their needs.

PRODUCTION COORDINATOR

Minimum Education/Experience: B.A. in Communications or related field with 2-3 years of television, film, and radio production experience.

Functional Responsibilities: Arranges, organizes, and provides technical support for producers and directors. Assists producer and director with administrative support, including photocopying, placing telephone calls, procuring equipment, and arranging craft services for crew. Provides travel and logistics support for production and technical crew. Documents client needs and responses. Identifies corporate and outside resources. Supports the preparation of regular reports on status and activities. Participates in quality assurance and control processes. Organized and persistent. Able to work effectively, supporting technical and creative staff. Highly resourceful. Familiar with broadcast and production processes, terms, and practices. Proficient in Microsoft applications.

PRODUCTION SPECIALIST

Minimum Education/Experience: B.A./B.S. or high school diploma and 3-4 years of strong administrative support or related field experience.

Functional Responsibilities: Reads instructions accompanying materials, or follows verbal instructions from supervisor or person requesting document to determine format and content required. Types, revises, and combines materials (e.g., correspondence, reports, records, forms, meeting minutes, scientific or technical materials, numerical data, and tabular information) from rough draft, corrected copy, recorded voice dictation, or previous computer versions. Assists in creating and maintaining boilerplate text library, and accesses it to enter frequently used information. Proofreads and edits documents for grammar, spelling, punctuation, and format. Keeps record of work performed. Inputs data for revising or editing using optical scanner or other non-keyboard data entry devices. Purges outdated documents from files as needed. Organizes and maintains system for backup and storage of files. Organized and detailed. Able to work effectively, supporting management and technical staff. Highly resourceful. Proficient in advanced Microsoft applications. Able to produce graphics in one or more graphic software packages. Excellent written and verbal communications skills.

PRODUCTION SPECIALIST (SENIOR)

Minimum Education/Experience: B.A./B.S. or high school diploma and 5-7 years of strong administrative support or related field experience.

Functional Responsibilities: Compiles material to be typed, following written or oral instructions. Formats documents and enters information, using computers and word processing software or other word processing equipment. Assists in creating and maintaining boilerplate text library, and accesses it to enter frequently used information. Proofreads and edits documents for grammar, spelling, punctuation, and format. Keeps record of work performed. Inputs data for revision or editing using optical scanner or other non-keyboard data entry devices. Organizes and maintains system for backup and storage of files. Coordinates, trains, and provides word processing procedural information to Production Specialist. Identifies corporate and outside resources. Participates in quality assurance and control processes. Trains and provides word processing procedural information to others. Organized and detailed. Able to work effectively, supporting management and technical staff. Highly resourceful. Proficient in advanced Microsoft applications. Able to produce graphics in one or more graphic software packages. Excellent written and verbal communication skills.

PROJECT SPECIALIST

Minimum Education and Experience: Bachelor's degree required. Must have a minimum of three years experience in a corporate setting. Government contracting knowledge a plus. Strong verbal and written communications.

Functional Responsibilities: Report to and provide support for the Project Manager. Interface with project and client personnel. Provide administrative support to the project staff. Assist with planning, coordinating, and making logistical arrangements for meetings; Coordinate travel for staff. Prepare meeting agendas and arrange conference calls. Perform clerical tasks such as word processing, filing, photocopying, answering phones, ordering supplies, maintaining office files, faxing, mass mailings, etc. Responsible for processing of documents by reviewing them for



BETAH ASSOCIATES

clarity and completeness then conducting data entry. Supervisory experience preferred. Excellent customer service and organizational skills. Ability to independently prioritize and accomplish assigned tasks on time. Must be detail- and task-oriented. Working knowledge of Microsoft suite and Access. Must have a good understanding of PC applications and databases.

PROJECT MANAGER

Minimum Education/Experience: B.A./B.S. and 10 years of media, market research and public relations experience.

Functional Responsibilities: Develops and manages marketing, outreach, media, and consulting services to accomplish project objectives. Develops and implements administrative procedures and reports to capture and communicate project status to client and BETAH management. Monitors project schedules to ensure timely delivery and identification of emerging issues and challenges. Manages consultant service delivery. Continuously evaluates products, quality assurance processes, and control mechanisms. Makes and suggests operational and administrative improvements. Evaluates employee performance. Responds to client requests for operational or technical information. Develops or supervises the development of research methodologies, tools, and analyses. Employs appropriate media, communications, or public relations methodologies and tools to achieve desired project outcomes. Knowledgeable about market research, media, public relations and communications. Experienced in managing and tracking budgets. Skilled in maintaining effective client relations and communications. Effective oral and written communicator. Adept in managing and motivating project staff. Effective in managing project and proposing strategies to overcome project challenges. Able to manage consultant scheduling and deliverables and negotiate pricing concessions.

PROJECT MANAGER/PRODUCER

Minimum Education/Experience: B.A./B.S. and 7 years of media, market research, and/or public relations experience.

Functional Responsibilities: Meets with clients to determine desired goals, objectives, and outcomes of media projects. Serves as primary point-of-contact for client, vendors, technical crew and in-house production staff for technical and financial issues. Develops and/or approves preliminary production outline, including equipment, facilities, creative, technical, and material resources required. Works with production team to develop project content and style, as well as all production treatments, scripts, and storyboards for client review. Develops or approves all in-house story concepts, treatments, and outlines. Selects and negotiates contracts, and manages all freelance production and post-production crews, vendors, and talent. Develops and monitors production schedules and budgets. Develops or approves production reports submitted to client. Screens all recorded footage and provides editing decision list to editor for review. Implements and maintains quality control measures to meet broadcast industry standards. Negotiates music, stock, and still footage licensing and rights as necessary. Able to conceptualize and implement production ideas. Knowledgeable about television and audio industry, production techniques, and standards. Experienced in story development and research. Able to communicate effectively orally and in writing. Skilled at developing and tracking production budgets and schedules. Able to maintain effective client relations and communications. Adept at managing and motivating project and production staff and freelance crews.

PUBLIC RELATIONS SPECIALIST

Minimum Education/Experience: B.A./B.S. and 2-3 years of public relations or public affairs experience.

Functional Responsibilities: Writes press releases, media alerts, speeches, and presentations for senior officials and agency representatives. Develops content for and supervises the assembly of press kits. Researches and develops media messages and definitive outreach strategies. Schedules print and electronic interviews, buys media services, including satellite feeds and teleconferences services. Conducts post-event follow-up to assess the effectiveness of the media campaign. Collects press clippings of relevant client events. Conducts broadcast fax campaigns or manages vendors responsible for mass outreach initiatives. Develops and coordinates press conferences, disseminates press materials and background materials. Recommends media placements to maximize campaign effectiveness. Effective verbal communications and writing skills. Able to write documents used by the media.

Successful in forging ongoing client relationships. Able to dissect issues and craft effective messages. Understands print and broadcast operations. Able to develop effective media strategy. Able to establish effective relationships with media. Skilled at planning complete media projects. Able to manage multiple concurrent priorities under pressure and short deadlines. Capable problem solver.

SCRIPTWRITER

Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and 3 years of writing experience in film, radio, or television.

Functional Responsibilities: Formulates and composes treatment, rough draft, and final audio and video production scripts. Works with client to understand purpose and intent of production and to obtain content information. Skilled in the artful use of language to effectively communicate to audiences. Thoroughly knowledgeable of broadcast, film, and video productions. Can work independently with limited supervision. Skilled in using Microsoft applications, especially MS Word and PowerPoint.

TECHNICAL ADVISOR I

Minimum Education and Experience: Bachelor's degree Business Administration, Management, or related field of study; must have a minimum of three years experience in program and project management, to include project management that connects and maintains liaisons between multiple contractors and monitoring of multiple projects.

Functional Responsibilities: Manage key project personnel and additional staff toward overall project and contract objectives; Establish and maintain calendar of deliverables. Have thorough knowledge of the project goals, contract clauses and requirements; Provide regular communications to management on project status, budgetary matters, challenges or resource needs; Monitor project budget by ensuring monthly invoices are correct, approving allowable project expenses in advance, and anticipating deviations from budget projections; Develop, implement and continuously improve quality control standards for written and graphic products; Serve as liaison between project staff and management, delivering project vision, policy guidelines and concerns when necessary; Interface with client to produce quality and timely submission of deliverables; Prepare and submit appropriate reports to client; Review vendor and subcontractor agreements, invoices to ensure best terms and conditions for BETAH, as well as accuracy; Other duties and responsibilities as required.

TECHNICAL ADVISOR II

Minimum Education and Experience: Masters degree Business Administration, Management, or related field of study; Must have a minimum of five years experience in program and project management, to include project management that connects and maintains liaisons between multiple contractors and monitoring of multiple projects.

Functional Responsibilities: Manage key project personnel and additional staff toward overall project and contract objectives; Establish and maintain calendar of deliverables. Have thorough knowledge of the project goals, contract clauses and requirements; Provide regular communications to management on project status, budgetary matters, challenges or resource needs; Monitor project budget by ensuring monthly invoices are correct, approving allowable project expenses in advance, and anticipating deviations from budget projections; Develop, implement and continuously improve quality control standards for written and graphic products; Serve as liaison between project staff and management, delivering project vision, policy guidelines and concerns when necessary; Interface with client to produce quality and timely submission of deliverables; Prepare and submit appropriate reports to client; Review vendor and subcontractor agreements, invoices to ensure best terms and conditions for BETAH, as well as accuracy; Other duties and responsibilities as required.

TECHNICAL ADVISOR III

Minimum Education and Experience: Masters degree in Business Administration, Management, or related field of study; must have a minimum of seven years experience in program and project management, to include project management that connects and maintains liaisons between multiple contractors and monitoring of multiple projects.



Functional Responsibilities: Manage key project personnel and additional staff toward overall project and contract objectives; Establish and maintain calendar of deliverables. Have thorough knowledge of the project goals, contract clauses and requirements; Provide regular communications to management on project status, budgetary matters, challenges or resource needs; Monitor project budget by ensuring monthly invoices are correct, approving allowable project expenses in advance, and anticipating deviations from budget projections; Develop, implement and continuously improve quality control standards for written and graphic products; Serve as liaison between project staff and management, delivering project vision, policy guidelines and concerns when necessary; Interface with client to produce quality and timely submission of deliverables; Prepare and submit appropriate reports to client; Review vendor and subcontractor agreements, invoices to ensure best terms and conditions for BETAH, as well as accuracy; Other duties and responsibilities as required.

WEB PROGRAMMER

Minimum Education/Experience: B.A./B.S. and 3-5 years experience that includes technical design and software development for complex Web/Internet/ intranet applications.

Functional Responsibilities: Works with client to understand purpose and intent of Web site and related transactions. Analyzes system and design needs for optimal Web site functioning. Selects and applies the most appropriate design and operating technologies. Able to lead all technical design and programming activities to enable desired look, feel, and functionality of Web site. Thoroughly knowledgeable about standard and state-of-the-art digital technologies and Web design tools and software development processes such as Adobe Creative Suite; relational database management systems (SQL Server, Access, and Oracle 8i); and various operating systems. Able to schedule and follow a design project through all phases—design, quality control, benchmarks, testing, and implementation. Can plan projects and meet deadlines. Can work independently with limited technical supervision. Skilled in using Microsoft Office applications, especially MS Word and PowerPoint. Sensitive and responsive to client's needs and requests. Able to communicate effectively orally and in writing.

WRITER/EDITOR

Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and 3-4 years of technical writing/editing experience.

Functional Responsibilities: Provides technical writing support for project deliverables. Conducts research, identifies subject matter experts, and conducts interviews. Gathers data and collates and organizes facts for inclusion in written products. Develops drafts and submits them for review. Proofreads copy written by project team members and client. Plans Web and print products. Experienced as a technical writer. Skilled in conducting primary and secondary research. Able to manage multiple tasks under tight deadlines. Demonstrated proofreading skills. Knows desktop publishing software, the Internet, and basic design principles.

WRITER/EDITOR (SENIOR)

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and 5-7 years of experience.

Functional Responsibilities: Formulates and writes copy for projects including fact sheets, project summaries, monthly progress reports, informational packets, press releases, publications, and Web content. Manages projects assigned to ensure that needed information is identified, resources are gathered, and facts are accurate. Works with graphic artists and project team members to develop designs and text layouts. Oversees product quality. Meets with client to understand communication needs. Edits and provides final proofing for copy written by project team members and client. Guides, directs, and reviews research and drafts developed by the writer/editor. Experience writing diverse products. Ability to collaborate with graphic artists and Web producers to create products. Proven editing, copyediting, and proofreading skills. Strong command of the English language. Ability to write for a variety of audiences in many different styles and formats.

ADMINISTRATIVE ASSISTANT (SCA EQUIVALENT SECRETARY II)

Minimum Education and Experience: Must have a High School diploma with a minimum of 5 years' experience in an administrative support position.

Functional Responsibilities: Provides basic administrative support to program staff. Establishes and maintains all paper files, to include asset documentation, financial statements, appraisals, and all other miscellaneous filing. Types memorandums, correspondence, and spreadsheets for the department. May also be asked to compose documentation that is relevant to the department's function. Orders supplies and maintains orderly supply cabinets. Answers telephone, routes callers, takes messages and provides routine information to callers. Knowledge of Federal Government contracting policies and procedures a plus. Minimum 50 wpm typing and working proficiency with Microsoft Office programs including Word, Excel, PowerPoint (Access and Project a plus). Ability to work in a team environment. Ability to independently prioritize and accomplish assigned tasks on time. Must be detail- and task-oriented. Experience supporting senior-level personnel preferred.